

**Amendments to the Specification:**

Page 7, line 22 through Page 8, line 12:

Referring now to Figure 7, a combination label/sign holder according to a preferred embodiment of this invention is designated generally by the reference numeral 30 and comprises a labeling panel 32 with an upwardly projecting barb or edge portion 34 and a forwardly projecting locking lip 36 similar to the elements seen in the '632 patent. A co-extruded clear plastic front cover 38 provides a pocket 39 whereby non-adhesive labels (not shown) can be retained against the front face or surface of the labeling panel 32 in a well known manner. The front cover 38 and labeling panel 32 are joined at the lower edge portion of the labeling panel 32. Although the instant inventive concepts do not require the incorporation of a sign holder of the type seen in the '112 patent, upper and lower lips 40, 42 may be integrally formed on the cover member 38 to form pockets 44, 46, respectively, for reception of engaging portions of a sign holder in the manner discussed in the '112 patent.

Page 8, line 18 through Page 9, line 5:

The combination label/sign holder 30 seen in Figure 7 includes a rearwardly extending leg 50 which is significantly different from the rearwardly extending leg 14 of the prior art price label holder 10. It will be noted that the upper portions 52 of the leg 50 initially extend upwardly from the rear face or surface 32a of the labeling panel 32 in an arcuate fashion and then turned downwardly to form a leg 54 which is angled inwardly toward the rear surface 32a of the labeling panel 32 and which terminates in a lower or terminal tip 54a adapted to engage in the lower, upwardly opening, lip of a C-channel when the upper tip 34a of the barb 34 is engaged in the upper, downwardly opening, lip of the C-channel.

Page 9, line 12 through Page 10, line 4:

As seen in Figure 8, the distance between the upper lip or pocket 62 and the lower lip or pocket 64 of the Lozier C-channel 66 is on the order of 1.171 inches, whereas, for the Madix shelf 70, the distance between the upper lip 72 and the lower lip 74 of the C-channel 76 is 1.111 inches and for the Streater shelf 80, the distance between the upper lip 82 and the lower lip 84 of the C-channel 86 is 1.197 inches. While, obviously, there are differences among Lozier shelves as well as Madix shelves and Streater shelves based on manufacturing tolerances, these dimensions are given as illustrative. It should be understood that, neither the dimensions of the shelves nor the dimensions of the price channel combination label/sign holder of this invention, are not critical to the instant inventive concepts and can vary significantly without departing therefrom. Of significance, however, is that there is generally a difference in dimensions of the C-channel of these three commercial merchandising shelves.